

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A merchandise planning and development system, comprising:
 - a merchandise planning information notice unit ~~for informing~~ configured to inform many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise in a development period through the Internet;
 - a display unit ~~for displaying~~ provided at a side of the customer and configured to display the merchandise planning and development information received from the merchandise planning information notice unit through the Internet, the display unit further ~~displaying~~ configured to display an inquiry input screen ~~and configured to allow for allowing~~ the customers to input opinion information ~~not on use of any actual product by the customers, but on~~ the merchandise planning and development information, wherein the opinion information is inputted ~~from the display unit~~ based on the displayed merchandise planning and development information ~~prior to use~~ in the development period of the new merchandise;
 - an opinion information collecting unit ~~for collecting~~ configured to collect the opinion information of the customers inputted from the display unit through the Internet; and
 - a merchandise information notice unit ~~for informing~~ configured to inform the customers of information on merchandise designed according to an analysis of the opinion information, through the Internet.

2. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising a trial product information notice unit for informing said many and unspecified customers of the trial product information suited to the needs of

the customers according to the opinion information through the Internet, wherein said opinion information collecting unit collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning information.

3. (Previously Presented) The merchandise planning and development system according to claim 2, further comprising a trial product popularity investigation unit for investigating the popularity of each trial product corresponding to the information of the plurality of trial products, when the trial product information notice unit informs the customers of information of a plurality of trial products, by an electronic technique.

4. (Original) The merchandise planning and development system according to claim 3, further comprising a trial product popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said trial product popularity investigation unit through said network.

5. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic bulletin board system.

6. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic mail system.

7. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit collects the opinion information from said many and unspecified customers, on the basis of the results of electronic inquiry in order to analyze the needs.

8. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ; and

a selling price determining unit for determining the selling price of the new merchandise so that a price may be lower in proportion to an increase in the sales reserved quantity depending on the sales reserved quantity of the new merchandise.

9. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet; and

a selling price determining unit for determining a selling price of the new merchandise in gradual steps so that the selling price may be lower on a first-come-first-served basis of the sales reservations.

10. (Previously Presented) The merchandise planning and development system according to claim 9, wherein said selling price determining unit firstly sets a discount rate so that the discount rate of a fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservations, and the selling price determining unit secondly determines the selling price according to the discount rate.

11. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining a selling price of the new merchandise so that the selling price may be lower as the sales reservations are accepted earlier.

12. (Previously Presented) The merchandise planning and development system according to claim 11, wherein said selling price determining unit firstly sets a discount rate so that the discount rate of a fixed price may be higher in gradual steps as the sales reservations are accepted earlier, and the selling price determining unit secondly determines the selling price according to the discount rate.

13. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining a selling price of the new merchandise so that the selling price may be lower as a reservation sold-out time from a start of acceptance of sales reservations until reaching a specified reservation quantity is shorter.

14. (Previously Presented) The merchandise planning and development system according to claim 13, wherein said selling price determining unit firstly sets a discount rate so that the discount rate of a fixed price may be higher as the reservation sold-out time is shorter, and the selling price determining unit secondly determines the selling price according to the discount rate.

15. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

a bidding price collecting unit for collecting bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining unit for investigating a distribution of bidding prices based on a result of collection of said bidding price collecting unit and determining a selling price of the new merchandise based on a bidding price zone of a greatest number of bids.

16. (Previously Presented) The merchandise planning and development system according to claim 1, further comprising:

an auction unit for auctioning new merchandise to be released corresponding to the merchandise information through the Internet among said many and unspecified customers; and

a selling price determining unit for determining a selling price of the new merchandise based on an auction result by said auction unit.

17. (Previously Presented) The merchandise planning and development system according to claim 8, wherein said sales booking unit, being installed at a sales representative

and accommodating sales representative clients connected to the Internet, transmits information about reservations to said sales representative clients through the Internet, while the sales representative sells the new merchandise according to the reservation information.

18. (Previously Presented) The merchandise planning and development system according to claim 9, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet, transmits information about reservations to said sales representative clients through the Internet, while the sales representative sells the new merchandise according to the reservation information.

19. (Previously Presented) The merchandise planning and development system according to claim 11, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet, transmits information about reservations to said sales representative clients through the Internet, while the sales representative sells the new merchandise according to the reservation information.

20. (Previously Presented) The merchandise planning and development system according to claim 13, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet, transmits information about reservations to said sales representative clients through the Internet, while the sales representative sells the new merchandise according to the reservation information.

21. (Previously Presented) The merchandise planning and development system according to claim 8, further comprising:

a customized component display unit for displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

22. (Previously Presented) The merchandise planning and development system according to claim 9, further comprising:

a customized component display unit for displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

23. (Previously Presented) The merchandise planning and development system according to claim 11, further comprising,

a customized component display unit for displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

24. (Previously Presented) The merchandise planning and development system according to claim 13, further comprising:

a customized component display unit for displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise

25. (Previously Presented) The merchandise planning and development system according to claim 8, further comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on a voting result of said naming voting unit through the Internet.

26. (Previously Presented) The merchandise planning and development system according to claim 9, further comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on a voting result of said naming voting unit through the Internet.

27. (Previously Presented) The merchandise planning and development system according to claim 11, further comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on a voting result of said naming voting unit through the Internet.

28. (Previously Presented) The merchandise planning and development system according to claim 13, further comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on a voting result of said naming voting unit through the Internet.

29. (Currently Amended) A merchandise planning and development system, comprising:

a merchandise planning information notice unit for informing configured to inform many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept in a development period, through the Internet;

a display unit for displaying provided at a side of the customer and configured to display the merchandise planning and development information received from the merchandise planning information notice unit through the Internet, the display unit further displaying configured to display an inquiry input screen for allowing and configured to allow the customers to input opinion information not on use of any actual product by the customers, but on the merchandise planning and development information, wherein the opinion information is inputted from the display unit based on the displayed merchandise planning and development information prior to use in the development period of the new merchandise;

an opinion information collecting unit for collecting configured to collect the opinion information of the customers inputted from the display unit, through the Internet; and

a merchandise information notice unit ~~for informing~~ configured to inform the customers of information on said plurality of new merchandise designed according to an analysis of the opinion information, through the Internet.

30. (Currently Amended) A merchandise planning and development method, comprising:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise in a development period, through the Internet;

a displaying step of displaying, at a side of the customer, the merchandise planning and development information received through the Internet, the displaying step further displaying an inquiry input screen for allowing the customers to input, via the Internet, opinion information not on use of any actual product by the customers, but on the merchandise planning and development information, wherein the opinion information is inputted based on the displayed merchandise planning and development information prior to use in the development period of the new merchandise;

receiving, through the Internet, the opinion information input by the customers;

an opinion information collecting step of collecting the received opinion information input by the customers, through the Internet; and

a merchandise information notice step of informing the customers of information on merchandise designed according to an analysis of the opinion information, through the Internet.

31. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

a trial product information notice step of informing said many and unspecified customers of the trial product information suited to the needs of the customers according to the opinion information through the Internet,

wherein the opinion information collecting step collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning information.

32. (Previously Presented) The merchandise planning and development method according to claim 31, further comprising:

a trial product popularity investigation step of investigating the popularity of each trial product corresponding to the information of the plurality of trial products, when the trial product information notice step informs the customers of information of a plurality of trial products, by an electronic technique.

33. (Previously Presented): The merchandise planning and development method according to claim 32, further comprising:

a trial product popularity investigation result notice step of informing said many and unspecified customers of investigation results of the trial product popularity investigation step through the Internet.

34. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet; and

a selling price determining step of determining the selling price of the new merchandise so that the selling price may be lower in proportion to an increase in a sales reserved quantity depending on the sales reserved quantity of the new merchandise.

35. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet; and

a selling price determining step of determining a selling price of the new merchandise in gradual steps so that the selling price may be lower on a first-come-first-served basis of the sales reservations.

36. (Previously Presented) The merchandise planning and development method according to claim 35, wherein the selling price determining step firstly sets a discount rate so that the discount rate of a fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservations, and the selling price determining step secondly determines the selling price according to the discount rate.

37. (Previously Presented): The merchandise planning and development method according to claim 30, further comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet; and

a selling price determining step of determining a selling price of the new merchandise so that the selling price may be lower as the sales reservations are accepted earlier.

38. (Previously Presented) The merchandise planning and development method according to claim 37, wherein the selling price determining step firstly sets a discount rate so that the discount rate of a fixed price may be higher in gradual steps as the sales reservations are accepted earlier, and the selling price determining step secondly determines the selling price according to the discount rate.

39. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet; and

a selling price determining step of determining a selling price of the new merchandise so that the selling price may be lower as a reservation sold-out time from a start of acceptance of sales reservations until reaching a specified reservation quantity is shorter.

40. (Previously Presented) The merchandise planning and development method according to claim 39, wherein the selling price determining step firstly sets a discount rate so that the discount rate of a fixed price may be higher as the reservation sold-out time is shorter, and the selling price determining step secondly determines the selling price according to the discount rate.

41. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

a bidding price collecting step of collecting bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining step of investigating a distribution of bidding prices based on a result of collection of the bidding price collecting step, and determining a selling price of the new merchandise based on a bidding price zone of a greatest number of bids.

42. (Previously Presented) The merchandise planning and development method according to claim 30, further comprising:

an auction step of auctioning new merchandise to be released corresponding to the merchandise information through the Internet among said many and unspecified customers; and

a selling price determining step of determining a selling price of the new merchandise based on an auction result of the auction step.

43. (Previously Presented) The merchandise planning and development method according to claim 34, wherein the sales booking step transmits information about reservations to sales representative clients provided at a sales representative through the Internet, while the sales representative sells the new merchandise according to the reservation information.

44. (Previously Presented) The merchandise planning and development method according to claim 35, wherein the sales booking step transmits information about

reservations to sales representative clients provided at a sales representative through the Internet, while the sales representative sells the new merchandise according to the reservation information.

45. (Previously Presented) The merchandise planning and development method according to claim 37, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through the Internet, while the sales representative sells the new merchandise according to the reservation information.

46. (Previously Presented) The merchandise planning and development method according to claim 39, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through the Internet, while the sales representative sells the new merchandise according to the reservation information.

47. (Previously Presented) The merchandise planning and development method according to claim 34, further comprising:

a customized component display step of displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting step of allowing customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

48. (Previously Presented) The merchandise planning and development method according to claim 35, further comprising:

a customized component display step of displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

49. (Previously Presented): The merchandise planning and development method according to claim 37, further comprising:

a customized component display step of displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

50. (Previously Presented) The merchandise planning and development method according to claim 39, further comprising:

a customized component display step of displaying a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

51. (Previously Presented) The merchandise planning and development method according to claim 34, further comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice step of informing said many and unspecified customers of the naming determined based on a voting result of the naming voting step through the Internet.

52. (Previously Presented) The merchandise planning and development method according to claim 35, further comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice step of informing said many and unspecified customers of the naming determined based on a voting result of the naming voting step through the Internet.

53. (Previously Presented) The merchandise planning and development method according to claim 37, further comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice step of informing said many and unspecified customers of the naming determined based on a voting result of the naming voting step through the Internet.

54. (Previously Presented) The merchandise planning and development method according to claim 39, further comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet; and

a naming notice step of informing said many and unspecified customers of the naming determined based on a voting result of the naming voting step through the Internet.

55. (Currently Amended) A merchandise planning and development method comprising:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept in a development period through the Internet;

a displaying step of displaying, at a side of the customer, the merchandise planning and development information received through the Internet, the display step further displaying an inquiry input screen for allowing the customers to input opinion information, via the Internet, not on use of any actual product by the customers, but on the merchandise planning and development information, wherein the opinion information is inputted based on the displayed merchandise planning and development information prior to use in the development period of the plurality of new merchandise;

receiving, through the Internet, the opinion information input by the customers; an opinion information collecting step of collecting the received opinion information input by the customers, through the Internet; and

a merchandise information notice step of informing the customers of information on said plurality of new merchandise designed according to an analysis of the opinion information, through the Internet.

56. (Currently Amended) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise in a development period through the Internet;

a displaying step of displaying, at a side of the customer, the merchandise planning and development information received through the Internet, the display displaying step

further displaying an inquiry input screen for allowing the customers to input, via the Internet, opinion information not on use of any actual product by the customers, but on the merchandise planning and development information, wherein the opinion information is inputted based on the displayed merchandise planning and development information prior to use in the development period of the new merchandise;

receiving, through the Internet, the opinion information input by the customers;

an opinion information collecting step of collecting the received opinion information input by the customers, through the Internet; and

a merchandise information notice step of informing the customers of the information on merchandise designed according to an analysis of the opinion information, through the Internet.

57. (Currently Amended) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept in a development period through the Internet;

a displaying step of displaying, at a side of the customer, the merchandise planning and development information received through the Internet, the display displaying step further displaying an inquiry input screen for allowing the customers to input, via the Internet, opinion information not on use of any actual product by the customers, but on the merchandise planning and development information, wherein the opinion information is inputted based on the displayed merchandise planning and development information prior to use in the development period of the plurality of new merchandise;

receiving, through the Internet, the opinion information input by the customers; an opinion information collecting step of collecting the received opinion information input by the customers inputted at the displaying step, through the Internet; and a merchandise information notice step of informing the customers of information on said plurality of new merchandise designed according to an analysis of the opinion information, through the Internet.

58. (Withdrawn) A merchandise planning and development system comprising:
a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and
a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

59. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,
a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and
a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

60. (Withdrawn) The merchandise planning and development system according to claim 59, wherein said selling price determining unit once sets the discount rate so that the

discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

61. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

62. (Withdrawn) The merchandise planning and development system according to claim 61, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

63. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

64. (Withdrawn) The merchandise planning and development system according to claim 63, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

65. (Withdrawn) The merchandise planning and development system according to claim 59, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

66. (Withdrawn) The merchandise planning and development system according to claim 61, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

67. (Withdrawn) The merchandise planning and development system according to claim 63, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

68. (Withdrawn) The merchandise planning and development system according to claim 59 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

69. (Withdrawn) The merchandise planning and development system according to claim 61 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

70. (Withdrawn) The merchandise planning and development system according to claim 63 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

71. (Withdrawn) A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said popularity investigation unit through said network.

72. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

73. (Withdrawn) The merchandise planning and development system according to claim 72, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

74. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

75. (Withdrawn) The merchandise planning and development system according to claim 74, wherein said selling price determining unit once sets the discount rate so that the

discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

76. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

77. (Withdrawn) The merchandise planning and development system according to claim 76, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

78. (Withdrawn) The merchandise planning and development system according to claim 72, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

79. (Withdrawn) The merchandise planning and development system according to claim 74, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

80. (Withdrawn) The merchandise planning and development system according to claim 76, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

81. (Withdrawn) The merchandise planning and development system according to claim 72 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

82. (Withdrawn) The merchandise planning and development system according to claim 74 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

83. (Withdrawn) The merchandise planning and development system according to claim 76 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

84. (Withdrawn) A merchandise planning and development method comprising:
a trial product and/or merchandise information notice step of informing many and
unspecified customers of information of a plurality of trial products or merchandise through a
network; and
a popularity investigation step of investigating the popularity of information of said
plurality of trial products or merchandise by an electronic technique.

85. (Withdrawn) The merchandise planning and development method according to
claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released
corresponding to the merchandise information from said many and unspecified customers
through said network; and
a selling price determining step of determining the selling price of the new
merchandise in gradual steps so that the price may be lower on the first-come-first-served
basis of the sales reservation.

86. (Withdrawn) The merchandise planning and development method according to
claim 85, wherein the selling price determining step once sets the discount rate so that the
discount rate of the fixed price may be higher in gradual steps on the first-come-first-served
basis of the sales reservation, and determines the selling price according to the discount rate.

87. (Withdrawn) The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

88. (Withdrawn) The merchandise planning, and development method according to claim 87, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

89. (Withdrawn) The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

90. (Withdrawn) The merchandise planning and development method according to claim 89, wherein the selling price determining step once sets the discount rate so that the

discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

91. (Withdrawn) The merchandise planning and development method according to claim 85, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

92. (Withdrawn) The merchandise planning and development method according to claim 87, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

93. (Withdrawn) The merchandise planning and development method according to claim 89, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

94. (Withdrawn) The merchandise planning and development method according to claim 85 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

95. (Withdrawn) The merchandise planning and development method according to claim 87 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

96. (Withdrawn) The merchandise planning and development method according to claim 89 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

97. (Withdrawn) A merchandise planning and development method comprising:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.

98. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

99. (Withdrawn) The merchandise planning and development method according to claim 98, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

100. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

101. (Withdrawn) The merchandise planning and development method according to claim 100, wherein the selling price determining step once sets the discount rate so that the

discount rate of reservation is accepted earlier, and determines the selling price according to the discount rate.

102. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

103. (Withdrawn) The merchandise planning and development method according to claim 102, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

104. (Withdrawn) The merchandise planning and development method according to claim 98, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

105. (Withdrawn) The merchandise planning and development method according to claim 100, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

106. (Withdrawn) The merchandise planning and development method according to claim 102, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

107. (Withdrawn) The merchandise planning and development method according to claim 98 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

108. (Withdrawn) The merchandise planning and development method according to claim 100 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

109. (Withdrawn) The merchandise planning and development method according to claim 102 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

110. (Withdrawn) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

111. (Withdrawn) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.